# AMENDMENTS TO THE CLAIMS

1        1.     (Currently Amended) A method of determining product demand using a data

2  processing system and collected network session data from at least one product selection

3  network site, the method comprising:

4        performing using <u>a processor of</u> the data processing system~~:, wherein the data processing~~

5           ~~system includes a computer system:~~

6           developing a set of master session profiles from a first set of users to determine

7                product demand by a second set of users, wherein the master session

8                profiles include product demand indicators;

9           processing at least a subset of user session data from the second set of users to

10                evaluate the user session data using the master session profiles; and

11           determining product demand from the evaluations <u>of at least the subset of the user</u>

12                <u>session data from the second set of users</u>.


1        2.     (Original)     The method of claim 1 wherein the product demand includes

2  information regarding the demand of one or more features of a product.


1        3.     (Original)     The method of claim 1 wherein the product demand indicators

2  include values of data types.


1        4.     (Original)     The method of claim 1 wherein developing a set of master session

2  profiles comprises:

3        developing a set of master session profiles from recorded data associated with users who

4           either submitted a product lead or purchased a product.


1        5.     (Original)     The method of claim 1 wherein developing a set of master session

2  profiles comprises:

3        collecting network session data from a plurality of user sessions conducted with the

4           network site(s);

5  matching at least a subset of each set of collected user network session data with one or

6    more factors indicating a product demand authenticity; and

7  assigning an indicator reflecting the product demand authenticity of each user session of

8    the master session profiles.


1  6.  (Original)  The method of claim 5 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.


1  7.  (Original)  The method of claim 5 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.


1  8.  (Original)  The method of claim 5 wherein evaluating user session data using

2 the master session profiles comprises:

3  matching at least a subset of the product demand indicators present in a user session with

4    product demand indicators in the master session profiles.


1  9.  (Original)  The method of claim 8 further comprising:

2  assigning an indicator reflecting the product demand authenticity of each user session that

3    is matched with the master session profiles.


1  10.  (Original)  The method of claim 1 wherein determining product demand from

2 the evaluations comprises:

3  associating product demand evaluations with specific products;

4  weighting evaluations in accordance with a product demand authenticity indicator; and

5  comparing the weighted evaluations of users sessions selecting a particular product

6    against a total set of weighted evaluations of user sessions.


1  11.  (Original)  The method of claim 1 wherein the user session data includes data

2 types associated with each users navigation of the network site during configuration of a product.

1      12.    (Original)    The method of claim 1 wherein evaluating user session data using

2   the master session profiles comprises:

3          processing the user session data in accordance with a decision tree using data from the

4              master session profiles as decision criteria.


1      13.    (Original)    The method of claim 1 wherein determining product demand from

2   the evaluations comprises determining product demand in accordance with:

$$PD_j = \frac{\sum\limits_{i=0}^{n} k_{ji}}{\sum\limits_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

3

4   where:

5          $j$ represents a specific product,

6          $PD_j$ represents the product demand information for product $j$,

7          $n$ = total number of user sessions selecting product $j$,

8          $k$ = user session scores,

9          $k_j$ = user session scores for product j; and

10         $m$ = total number of user sessions for all products.

11         $N$ = total number of products.


1      14.    (Currently Amended) A method of determining product demand using a data

2   processing system and collected network session data from at least one product selection

3   network site, the method comprising:

4          performing using a processor of the data processing system:, wherein the data processing

5              system includes a computer system:

6          processing at least a subset of collected user session data to evaluate

7              characteristics of the user session data against product demand

8              characteristics derived from a set of master session profiles, wherein the

9              master session profiles include product demand indicators and the master

10          session profiles are developed from a first set of users and the collected

11          user session data is from a second set of users; and

12          determining product demand from the evaluations <u>of at least the subset of the user</u>

13          <u>session data from the second set of users</u>.


1     15.    (Original)     The method of claim 14 wherein the product demand includes

2     information regarding the demand of one or more features of a product.


1     16.    (Original)     The method of claim 14 wherein the product demand indicators

2     include values of data types.


1     17.    (Original)     The method of claim 14 wherein developing a set of master session

2     profiles comprises:

3          developing a set of master session profiles from recorded data associated with users who

4               either submitted a product lead or purchased a product.


1     18.    (Original)     The method of claim 14 further comprising: wherein developing a

2     set of master session profiles comprises:

3          developing the set of master session profiles, wherein developing a set of master session

4               profiles comprises:

5          collecting network session data from a plurality of user sessions conducted with

6               the network site(s);

7          matching at least a subset of each set of collected user network session data with

8               one or more factors indicating a product demand authenticity; and

9          assigning an indicator reflecting the product demand authenticity of each user

10              session of the master session profiles.


1     19.    (Original)     The method of claim 18 wherein at least one of the factors

2     indicating product demand authenticity is a propensity of the user to actually purchase a product

3     offered by the network site accessed by the user.

1        20.    (Original)    The method of claim 18 wherein the indicator is a relative scoring

2   reflecting that relates product demand authenticity between user sessions.


1        21.    (Original)    The method of claim 18 wherein evaluating user session data using

2   the master session profiles comprises:

3         matching at least a subset of the product demand indicators present in a user session with

4              product demand indicators in the master session profiles.


1        22.    (Original)    The method of claim 21 further comprising:

2         assigning an indicator reflecting the product demand authenticity of each user session that

3              is matched with the master session profiles.


1        23.    (Original)    The method of claim 14 wherein determining product demand

2   from the evaluations comprises:

3         associating product demand evaluations with specific products;

4         weighting evaluations in accordance with a product demand authenticity indicator; and

5         comparing the weighted evaluations of users sessions selecting a particular product

6              against a total set of weighted evaluations of user sessions.


1        24.    (Original)    The method of claim 14 wherein the user session data includes

2   data types associated with each users navigation of the network site during configuration of a

3   product.


1        25.    (Original)    The method of claim 14 wherein evaluating user session data using

2   the master session profiles comprises:

3         processing the user session data in accordance with a decision tree using data from the

4              master session profiles as decision criteria.

1      26.     (Currently Amended) A method of determining product demand using an

2 electronic data processing system, the method comprising:

3         performing using <u>a processor of</u> the data processing system<u>:</u><s>, wherein the data processing</s>

4             <s>system includes a computer system:</s>

5             collecting data from multiple user sessions from a first set of users with a world

6                  wide web ("Web") site, wherein the user sessions involve selecting a

7                  product marketed by the Web site and the collected data includes user

8                  navigation data related to selection of a product and Web page data as

9                  provided to each of the users in the first set of users;

10             developing a product demand master profile set from the collected data;

11             collecting a second set of user session data from a second set of users; and

12             matching the second set of user session data with the master profile set to

13                  determine product demand.


1      27.     (Original)     The method of claim 26 wherein matching the second set of user

2 sessions with the master profile set comprises matching values of data types collected from each

3 of the second set of user sessions with a master profile from the master profile set using a

4 decision tree.


1      28.     (Original)     The method of claim 26 wherein the product demand includes

2 information regarding the demand of one or more features of a product.


1      29.     (Previously Presented)     A system for determining product demand using a

2 data processing system and collected network session data from at least one product selection

3 network site, the system comprising:

4         master session profile generation system to develop a set of master session profiles from

5             a first set of users to determine product demand by a second set of users, wherein

6             the master session profiles include product demand indicators; and

7      a processing engine to process at least a subset of user session data from the second set of

8            users to evaluate the user session data using the master session profiles and

9            determine product demand from the evaluations.

1      30.    (Original)    The system of claim 29 further comprising:

2      a session recording system to collect network session data from at least one product

3            selection network site.

1      31.    (Original)    The system of claim 29 wherein the processing engine determines

2  product demand in accordance with:

$$PD_j = \frac{\sum\limits_{i=0}^{n} k_{ji}}{\sum\limits_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4  where:

5      $j$ represents a specific product,

6      $PD_j$ represents the product demand information for product $j$,

7      $n$ = total number of user sessions selecting product $j$,

8      $k$ = user session scores,

9      $k_j$ = user session scores for product j; and

10     $m$ = total number of user sessions for all products.

11     $N$ = total number of products.

1      32.    (Original)    The system of claim 29 wherein the product demand includes

2  information regarding the demand of one or more features of a product.

1      33.    (Original)    The system of claim 29 wherein the product demand indicators

2  include values of data types.

1        34.    (Original)    The system of claim 29 wherein the master session profiles are

2 developed from a set of master session profiles from recorded data associated with users who

3 either submitted a product lead or purchased a product.

1        35.    (Original)    The system of claim 29 wherein the network session data includes

2 data from a plurality of user sessions conducted with the network site(s) and to determine

3 product demand from the evaluations the processing engine matches at least a subset of each set

4 of collected user network session data with one or more factors indicating a product demand

5 authenticity and assigns an indicator reflecting the product demand authenticity of each user

6 session of the master session profiles.

1        36.    (Original)    The system of claim 35 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.

1        37.    (Original)    The system of claim 35 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.

1        38.    (Original)    The system of claim 35 wherein to determine product demand

2 from the evaluations the processing engine further matches at least a subset of the product

3 demand indicators present in a user session with product demand indicators in the master session

4 profiles.

1        39.    (Original)    The system of claim 38 wherein the processing engine assigns an

2 indicator reflecting the product demand authenticity of each user session that is matched with the

3 master session profiles.

1      40.     (Original)      The system of claim 29 to determine product demand from the

2  evaluations the processing engine associates product demand evaluations with specific products,

3  weights evaluations in accordance with a product demand authenticity indicator, and compares

4  the weighted evaluations of users sessions selecting a particular product against a total set of

5  weighted evaluations of user sessions.


1      41.     (Original)      The system of claim 29 wherein the user session data includes data

2  types associated with each users navigation of the network site during configuration of a product.


1      42.     (Original)      The system of claim 29 to evaluate user session data using the

2  master session profiles, the processing engine processes the user session data in accordance with

3  a decision tree using data from the master session profiles as decision criteria.


1      43.     (Previously Presented)      A computer program product comprising

2  instructions encoded thereon to determine product demand using a data processing system and

3  collected network session data from at least one product selection network site, the instructions

4  are executable by a processor to:

5          develop a set of master session profiles from a first set of users to determine product

6                  demand by a second set of users, wherein the master session profiles include

7                  product demand indicators;

8          process at least a subset of user session data from the second set of users to evaluate the

9                  user session data using the master session profiles; and

10          determine product demand from the evaluations.


1      44.     (Currently Amended) A system to determine product demand using a data

2  processing system and collected network session data from at least one product selection

3  network site, the system comprising:

4          means for developing a set of master session profiles from a first set of users to determine

5                  product demand by a second set of users, wherein the master session profiles

6                  include product demand indicators;

7 means for processing at least a subset of user session data from the second set of users to

8   evaluate the user session data using the master session profiles; and

9 means for determining product demand from the evaluations <u>of at least the subset of the</u>

10   <u>user session data from the second set of users</u>.